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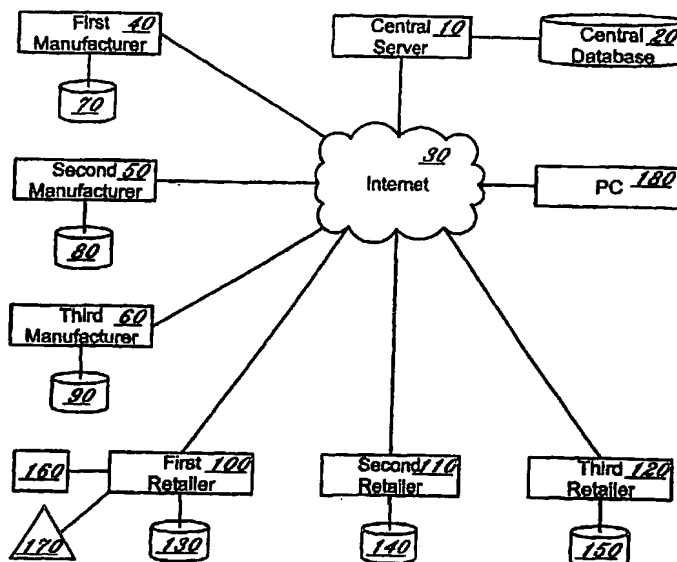
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(54) Title: PRODUCT RECALL USING CUSTOMER PRIOR SHOPPING HISTORY DATA



(57) Abstract: A system for determining customer identifiers (CIDs) associated with purchase of product items which are recalled includes a computer database management system (10, 20) and network (30). Consumers associated with the determined CIDs are notified of the recall of the products.